

PRESS RELEASE

EICMA 2024: ONLINE TICKETING OPENS TODAY, 25% DISCOUNT UNTIL SEPTEMBER 16

The tickets for the 110th anniversary edition, to be held Nov. 7-10 at Fiera Milano-Rho already are available on the website of the International Exhibition of two-wheelers, in a super promotion at 15 euros

MILAN, AUG. 1st - The wait is over. After having launched its 2024 communication campaign in recent weeks, EICMA today opened the online ticket office for edition number 81, the 110th anniversary edition of the event, which returns to the pavilions of Fiera Milano in Rho from November 7 to 10.

On the official EICMA website, the only sales channel, tickets are already available for the public of what promises to be an edition marked by great returns and unique and engaging exhibition and entertainment offerings. And it is starting with a very advantageous *early bird* for fans: **in fact, until 12 noon on September 16, 2024, it will be possible to buy the admission ticket for only 15 euros** (plus 1.50 euros fixed handling fee) instead of 20 euros (plus 1.50 euros fixed handling fee); five euros less and **a 25 percent discount.**

After 12 noon on Monday, September 16, and until Sunday, November 10, the full ticket will then go back on sale at the price of 20 euros (plus 1.50 euros in fixed handling fees), while the **reduced ticket, reserved for visitors between 4 and 13 years old, which is already on sale, will always cost 10 euros (plus 1.50 euros in fixed handling fee), two euros less than in 2023: a choice to encourage the participation of the very young.**

Finally, among the other **novelties of the 2024 edition** of the International Two-Wheeler Exhibition we find the **afternoon ticket**. Introduced by the organization also to facilitate local visitors and to ease the morning pressure at the turnstiles, it will be available in a quota number starting at 12 noon on Monday, September 16, 2024 at a price of **€14 (plus €1.50 fixed handling fee) for the full ticket and €7 (plus €1.50 fixed handling fee) for the reduced one.** This admission ticket will be valid from 1:30 p.m. until the close of the event.

For more information and to secure your *early bird* promotion ticket now, you can consult EICMA's social platform and visit www.eicma.it.

EICMA S.p.A.